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ABSTRACT

Students at the Sunnyvale Center of De Anza College, a satellite outreach facility offering learning, tutorial, and bilingual centers as well as other programs and classes, were surveyed in fall 1977 and fall 1978 regarding age, sex, race, employment, educational background, transportation, attendance at De Anza College, residence, use of student services, motivation, and interests. Results for the 1977 sample (N=301) and the 1978 sample (N=297) include the following, respectively: (1) demographically, 61% and 52% were between 24-49 years old, 70% and 63% were women, 62% and 44% were White, 16% and 33% Spanish-surnamed, and 14% and 16% Asian; (2) 42% and 29% had a high school diploma, and 53% and 61% had from two to four or more years of college education; (3) 51% and 53% worked full-time; (4) 59% and 60% enrolled in evening classes; (5) 59% and 69% attended only the center, while 26% and 28% also attended the main campus; (6) 33% and 31% used the bookstore, 21% and 22% the learning center, 13% and 11% counseling, 10% and 12% tutoring, 7% and 8% bilingual services, and 7% and 5% testing; (7) 36% and 47% attended the college for enrichment, 20% and 17% to update job skills, 19% and 14% to satisfy degree requirements, and 12% and 14% for transfer. The questionnaire is appended. (ME)

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A COMPARATIVE STUDENT PROFILE STUDY

SUNNYVALE CENTER - DE ANZA COLLEGE - FALL 1977 and 1978

Richard F. Charles - Assistant Dean
Marthalou Perkins - Student Services
October 1978

JC 780 547

INTRODUCTION

No nation has gone as far as the United States in offering a comprehensive system of education to its citizens. No other institution is as representative of the populism as the California Community College. The land-grant college movement of the nineteenth century, the G.I. Bill after World War II, and the recent attempts to assure every high school graduate a chance to attend college - all testify to a national commitment to broaden existing paths to higher learning.

The California Community College has historically been in the forefront of the two year movement to provide basic skills, transfer, vocational and life-long learning opportunities to an ever widening group of young and old, traditional and non-traditional students. While recent economic and social trends have restricted some of the growth aspects of college life, there still exists a firm commitment to provide adults with the opportunity to learn and grow.

In a number of dynamic ways, De Anza College has been representative of national and state attempts to open higher education to a wider constituency. It has, in 12 short years, been a center of innovative change. Staff, in conjunction with the multiplicity of communities served, has become renowned in a variety of areas. With great pride, De Anza College can point to having the largest and most successful special education segment in the state of California. Its Bilingual Center, and the work accomplished with the various segments of the ethnic population, is unique. The Mature Adult Program has become a model of the successful credit based older adult program in leisure management and recreation.

Probably, no other community college in California has taken the concept of community education so to heart as has De Anza College. As of Spring 1978, the College was serving over 10,000 students off - campus, or 46 percent, of its total enrollment, at 156 off-campus sites.

THE SUNNYVALE CENTER

The principal component of De Anza College outreach is the Sunnyvale Center. Responding to the educational and vocational needs expressed by the North Sunnyvale community, De Anza College established a permanent satellite facility, the Sunnyvale Center, at 725 North Fairoaks Avenue, in 1975. Historically, the North Sunnyvale community had existed in a pattern of alienation from the main Cupertino campus both physically and culturally. Surveys indicated that much of the area was economically distressed and that a significant portion of the population was Hispanic and Asian.

The Foothill-De Anza District, of which De Anza College is a part, began in the Fall of 1976 to establish the Sunnyvale Center as the first of three large outreach facilities or satellite centers to service students.

The Center itself is housed in a former elementary school facility on ten acres of land west of the Bayshore Freeway on Fairoaks Avenue, some three miles from Lockheed Aerospace and the North Sunnyvale industrial complex. The Center is surrounded on two sides by residential and apartment complexes. On one side the facility opens towards minimum commercial establishments. Within easy walking distance of the Center are a number of large mobile parks.

The building and grounds are well kept. There is ample parking for the 1200 to 1800 students attending during the day and evening. To the rear of the facility there is adequate room for growth in the form of playfields. The Center is composed of five, one story buildings. The space is partially used to house instruction and partially dedicated to providing administrative, student, tutorial, learning center, bilingual

and other support services. Students of all ethnic and national backgrounds have access to a multi-lingual and diverse staff.

The Center has flourished and grown in the three years since its inception. In addition to housing special support service components such as the Tutorial Center, the Learning Center and the Bilingual Center, Sunnyvale Center serves a flagship function for the other programs and classes offered in the North Sunnyvale area.

ASSUMPTIONS ABOUT THE WHOLE PROCESS OF OUTREACH

The existence of the Sunnyvale Center in a time of economic retreat and philosophical ambivalence lends credence to the hope that institutional goals and objectives are still entwined with off-campus populations and constituencies. While the populations surveyed prior to the establishment of the Sunnyvale Center indicated desire for college commitment, the growth from 1976 to 1978 has ratified this need. The day and evening population has tripled since 1976, with the largest percentage growth coming in the day.

An underlying assumption in this study is that the community college is both comprehensive and flexible, that it is supported by philosophical roots well grounded in populism, and that it was created to service all those defined adults legally open to enroll.

SUNNYVALE CENTER STUDENT QUESTIONNAIRE FALL 1977

In the Fall of 1977, the students attending classes at the Sunnyvale Center were asked to participate in a survey. This survey, in the form of a written questionnaire (see Appendix A), requested that students respond to certain questions which would enable the Center staff to more effectively plan the future of Sunnyvale Center. This questionnaire was

developed by Mr. Richard F. Charles, Assistant Dean, Sunnyvale Center, and Mrs. Marthalou Perkins, Student Services, administered it to Center students.

Classes were randomly sampled and 301 students formed the final number of respondents. Since this number represented 25 percent of the Sunnyvale Center Student body it was assumed that the data would yield an accurate picture or profile of the students attending the Center.

The following tables show the raw data, in percentages, of the 1977 survey:

Table 1

AGE AND SEX CHARACTERISTICS OF THE STUDENTS SAMPLED

Age	Total (Percent)	Men (Percent)	Women (Percent)
18-23	28		
24-29	22	30	70
30-49	39		
50-62	11		

Table 2

ETHNIC CHARACTERISTICS OF THE STUDENTS SAMPLED

Race	Total (Percent)
Black	2
Asian	14
Spanish surname	16
White	62
Other	6

Table 3

EDUCATIONAL CHARACTERISTICS OF THE STUDENTS SAMPLED

	(Percent)
Grade School	5
High School Diploma	42
2 years College	29
4 years College	14
More than 4 years College	10

Table 4

COLLEGE DEGREE CHARACTERISTICS OF THE STUDENTS SAMPLED	(Percent)
None	65
AA or AS Degree	10
BA or BS Degree	21
MA or MS Degree	3
Ph.D. or similar Degree	1

Table 5

PERCENT OF DISTRIBUTION ON THE QUESTION What is your means of transportation to class?	(Percent)
Private Auto	77
Car Pool	6
Public Bus	2
Bicycle	3
Walk	12

Table 6

PERCENT OF DISTRIBUTION ON THE QUESTION - Do you work?	(Percent)
Full time	51
Part time, day	15
Part time, evening	6
Irregularly	4
No	24

Table 7

PERCENT OF DISTRIBUTION ON THE QUESTION Do you attend class?	(Percent)
Morning	16
Afternoon	13
Evening	59
Saturday	1
Some combination of above	11

Table 8

PERCENT OF DISTRIBUTION ON THE QUESTION - Have you ever attended De Anza College?	(Percent)
Main Campus, day	19
Main Campus, eve./weekend	25
Sunnyvale Center	36
Other Off-Campus Site	20

Table 9

PERCENT OF DISTRIBUTION ON THE QUESTION Are you currently also attending?	(Percent)
Main Campus, day	14
Main Campus, eve./weekend	12
Sunnyvale Center	59
Off-Campus site	15

Table 10

PERCENT OF DISTRIBUTION ON THE QUESTION - Approximately how far do you live from the Sunnyvale Center?	(Percent)
Less than a mile	14
1-3 miles	28
3-5 miles	29
Over 5 miles	29

Table 11

PERCENT OF DISTRIBUTION ON THE QUESTION Area of residence?	(Percent)
North of Bayshore Freeway	16
Between Evelyn and Bayshore	18
Between Evelyn and El Camino	23
West Sunnyvale	23
Cupertino	20

Table 12

PERCENT OF DISTRIBUTION ON THE QUESTION - Have you ever had occasion to use one or more of the following De Anza services?	(Percent)
Counseling	13
Veterans Assistance	4
Financial Aids	3
Bilingual Services	7
Multicultural Services	2
Tutoring	10
Bookstore	33
Learning Center	21
Testing	7
Mature Adult Services	0

Table 13

PERCENT OF DISTRIBUTION ON THE QUESTION - What is your main reason for attending the Sunnyvale Center?	(Percent)
Enrichment	36
To satisfy requirements for an AA degree	19
To satisfy requirements for transfer to a 4 yr. college	12
To up-date job skills	20
To help become a better business person	13

Table 14

PERCENT OF DISTRIBUTION ON THE QUESTION - I would like more classes scheduled in:

	(Percent)
Business	22
Technology	3
Foreign Language	11
Arts and Crafts	11
Mature Adult Education	5
Humanities	7
Consumer Survival Courses	4
Drama	3
Mathematics	5
Drafting	2
Volunteerism	1
Basic Skills	10
Written & Spoken Communication	16
Other	0

Table 15

PERCENT OF DISTRIBUTION ON THE QUESTION- Reasons for selection of the Sunnyvale Center site over other De Anza Campuses?

	(Percent)
Transportation	15
Distance	33
Curriculum	29
Faculty	23
Other	0

THE SUNNYVALE CENTER STUDENT QUESTIONNAIRE FALL 1978
A REPLICATION STUDY

It was decided by the Sunnyvale Center staff to validate the Fall 1977 Student Questionnaire through replication. According to John W. Best:

> Replication, a fusion of the words duplication and repetition, is deliberately repeating a study, using identical procedures with different subjects, at a different time and in a different setting. Replication is always desirable to validate or to raise questions about the conclusions of a previous study. Rarely is an important finding made public unless the original study has been replicated. [1]

The survey was administered to approximately the same number of students (297) through a random sampling. Copies of the questionnaire were provided for those students in English, Spanish and Chinese languages. In replicating the study, several interesting factors came to light. The replication process resulted in the Sunnyvale Center staff having greater confidence in (1) the instrument as a method for arriving at a student profile at the Sunnyvale Center, (2) a validation of the assumptions underlying the establishment of the Sunnyvale Center as outreach, and (3) the providing of a quasi-scientific base for staff decisions.

The following tables show the raw data, in percentages, of the 1978 survey:

Table 16

AGE AND SEX CHARACTERISTICS OF THE STUDENTS SAMPLED

Age	Total (Percent)	Men (Percent)	Women (Percent)
18-23	30		
24-29	26		
30-49	26	37	63
50-62	18		

[1] John W. Best, Research in Education, p.142.

Table 17

ETHNIC CHARACTERISTICS OF THE STUDENTS SAMPLED

Race	Total (Percent)
Black	2
Asian	16
Spanish surname	33
White	44
Other	5

Table 18

EDUCATIONAL CHARACTERISTICS OF THE STUDENTS SAMPLED

	(Percent)
Grade School	10
High School Diploma	29
2 years College	35
4 years College	11
More than 4 years College	15

Table 19

COLLEGE DEGREE CHARACTERISTICS OF THE STUDENTS SAMPLED

	(Percent)
None	62
AA or AS Degree	10
BA or BS Degree	22
MA or MS Degree	4
Ph.D. or similar Degree	2

Table 20

PERCENT OF DISTRIBUTION ON THE QUESTION What is your means of transportation to class?

	(Percent)
Private Auto	70
Car Pool	17
Public Bus	3
Bicycle	2
Walk	8

Table 21

PERCENT OF DISTRIBUTION ON THE QUESTION Do you work?

	(Percent)
Full time	53
Part time, day	10
Part time, evening	2
Irregularly	2
No	33

Table 22

PERCENT OF DISTRIBUTION ON THE QUESTION Do you attend class?

	(Percent)
Morning	12
Afternoon	14
Evening	60
Saturday	0
Some combination of the above	14

Table 23

PERCENT OF DISTRIBUTION ON THE QUESTION Have you ever attended De Anza College?	(Percent)
Main Campus, day	18
Main Campus, eve./weekend	26
Sunnyvale Center	43
Other Off Campus site	13

Table 24

PERCENT OF DISTRIBUTION ON THE QUESTION Are you currently also attending?	(Percent)
Main Campus, day	16
Main Campus, eve.weekend	12
Sunnyvale Center	69
Off Campus Site	3

Table 25

PERCENT OF DISTRIBUTION ON THE QUESTION Approximately how far do you live from the Sunnyvale Center?	(Percent)
Less than a mile	17
1-3 miles	28
3-5 miles	23
Over 5 miles	32

Table 26

PERCENT OF DISTRIBUTION ON THE QUESTION Area of residence?	(Percent)
North of Bayshore Freeway	19
Between Evelyn & Bayshore	19
Between Evelyn & El Camino	19
West Sunnyvale	19
Cupertino	13
Other	11

Table 27

PERCENT OF DISTRIBUTION ON THE QUESTION - Have you ever had occasion to use one or more of the following De Anza Services?	(Percent)		(Percent)
Counseling	11	Tutoring	12
Veterans Assistance	4	Bookstore	31
Financial Aids	4	Learning Center	22
Bilingual Services	8	Testing	5
Multicultural Services	2	Mature Adult Services	1

Table 28

PERCENT OF DISTRIBUTION ON THE QUESTION - What is your main reason fcr attending the Sunnyvale Center? (Percent)

Enrichment	47
To satisfy requirements for An AA Degree	14
To satisfy requirements for transfer to a 4 year college	14
To up-date job skills	17
To help become a better business person	8

Table 29

PERCENT OF DISTRIBUTION ON THE QUESTION - I would like more classes scheduled in:

	(Percent)		(Percent)
Business	15	Drama	2
Technology	5	Mathematics	6
Foreign Language	15	Drafting	4
Arts and Crafts	13	Volunteerism	1
Mature Adult Education	8	Basic Skills	5
Humanities	9	Written & Spoken Communication	10
Consumer Survival Courses	3	Other	4

Table 30

PERCENT OF DISTRIBUTION ON THE QUESTION - Reasons for selection of the Sunnyvale Center site over other De Anza Campuses?

	(Percent)
Transportation	14
Distance	45
Curriculum	29
Faculty	12
Other	0

RESULTS OF THE 1978 STUDENT QUESTIONNAIRE

The item analysis of the study reveals the following:

1. Students are non-traditional. Only 30 percent are in the traditional 18 - 23 age range. Forty-four percent are over 30 years of age.

2. The student profile is 63 percent in favor of women and only 37 percent men.

3. Thirty-nine percent of the students have had little, if any, formal higher education, while 61 percent of those surveyed have had two years of formal higher education or better.

4. Non-white students form 56 percent of the student body.

5. Sixty-two percent of those surveyed indicated no formal degrees. However, 28 percent indicated that they had at least 4 years of formal higher education.

6. Students either drove alone to school or formed part of a car pool (70 percent).

7. Sixty-seven percent of the students are either working full time or part time.

8. Sixty percent of the students attend during the evening.

9. Students who attend the Sunnyvale Center (69 percent) do not go to the main campus (28 percent).

10. Students live within 1-5 miles of the Sunnyvale Center (68 percent)

11. Students live in the Sunnyvale area or near the Sunnyvale Center (76 percent).

12. The service most often used by those taking the survey is the bookstore (31 percent).

13. Enrichment (47 percent) is the reason given by the largest percentage of students for the attendance at courses offered at the Sunnyvale Center.

14. Students indicated a preference (15 percent) for foreign language and business courses.

15. Students indicated preference for the Sunnyvale Center over the main campus at being distance and travel time (47 percent) and curriculum (29 percent).

COMPARING AND CONTRASTING - 1977 AND 1978

Table 31

ITEM ANALYSIS (BY QUESTIONS)
COMPARISON

QUESTION	FALL 1977	FALL 1978
1. Age:	(Percent)	(Percent)
18-23	28	30
24-29	22	26
30-49	39	26
50-62	11	18
2. Sex:		
Men	30	37
Women	70	63
3. Race:		
Black	2	2
Asian	14	16
Spanish Surname	16	33
White	62	44
Other	6	5
4. Education:		
Grade School	5	10
High School Diploma	42	29
2 years College	29	35
4 years College	14	11
More than 4 years College	10	15
5. College Degree:		
None	65	62
AA or AS Degree	10	10
BA or BS Degree	21	22
MA or MS Degree	3	4
Ph.D. or Similar Degree	1	2
6. Transportation:		
Private Auto	77	70
Car Pool	6	17
Public Bus	2	3
Bicycle	3	2
Walk	12	8

7. Work:		
Full time	51	53
Part time, day	15	10
Part time, evening	6	2
Irregularly	4	2
No	24	33
8. Time:		
Morning	16	12
Afternoon	13	14
Evening	59	60
Saturday	1	0
Combination of the above	11	14
9. Attendance at De Anza:		
Main Campus, day	19	18
Main Campus, evening or weekend	25	26
Sunnyvale Center	36	43
Off Campus site	20	13
10. Current co-attendance:		
Main Campus, day	14	16
Main Campus, evening	12	12
Sunnyvale Center	59	69
Off Campus Site	15	3
11. Distance to Home:		
Less than a mile	14	17
1-3 miles	28	28
3-5 miles	29	23
Over 5 miles	29	32
12. Area of Residence:		
North of Bayshore Freeway	16	19
Between Evelyn & Bayshore	18	19
Between Evelyn & El Camino	23	19
West Sunnyvale	23	19
Cupertino	20	13
Other	2	11
13. Use of Services:		
Counseling	13	11
Veterans Assistance	4	4
Financial Aids	3	4
Bilingual Services	7	8
Multicultural Services	2	2
Tutoring	10	12
Bookstore	33	31
Learning Center	21	22
Testing	7	5
Mature Adult Services	0	1

14.	Reason for attending:		
	Environment	36	47
	To satisfy AA requirements	19	14
	To satisfy transfer requirement	12	14
	To up-date job skills	20	17
	To become a better business person	13	8
15.	Desire for more classes in:		
	Business	22	15
	Technology	3	5
	Foreign Languages	11	15
	Arts & Crafts	11	13
	Mature Adult Education	5	8
	Humanities	7	9
	Consumer Survival Courses	4	3
	Drama	3	2
	Mathematics	5	6
	Drafting	2	4
	Volunteerism	1	1
	Basic Skills	10	5
	Written & Spoken Communication	16	10
	Other	0	4
16.	Reason for selecting Sunnyvale Center over main campus:		
	Transportation	15	14
	Distance	33	45
	Curriculum	29	29
	Faculty	23	12
	Other	0	0

The majority of students (over 50 percent) fall into the 24-49 age bracket and this will undoubtedly prove to be the bulwark of enrollment in the future. Interestingly enough, there has been a seven percent drop in female students, with an attendant rise of seven percent in the male population. It is probably not wise to conjecture too much about this coincidence.

Figures for the racial composition reflect the changing neighborhood; additionally, the offerings of courses and programs designed for the ethnic student have increased. The Bilingual Center has stepped up recruiting

during the day and actively involved students in state and federal grant supported programs.

Employment figures remain constant. The full time employed extended campus student has been validated. Likewise, figures on time of class attendance as evening is still the most popular.

Question 9, 10 and 11 reflect a valid design. The student population is remaining true to profile. In question 12 there is a falling off of students from the Cupertino area; with a rise in attendance areas outside the district.

Question 13 indicates that the service use by students to be relatively stable and within profile. The differences in percentages here is negligible.

Question 14 indicates a satisfactory and significant jump of 11 percent in enrichment as a reason for taking courses.

Question 15 and 16 show a decided strain of consistency between the two. As a result of comparing the two sets of data, substantiation has been added to the results of the 1978 student sampling. Given the variables of fallout from Proposition 13 and subsequent shifts and changes in classes and scheduling, deviation is minimal.

Table 32

THIRD ELEMENT COMPARISON - CHANCELLOR'S OFFICE

ITEM	CHANCELLOR'S OFFICE REPORT[2]	FALL 1977	FALL 1978
Three-fourths are part time students	-	Validated	Validated
Most students work full or part time	-	Validated	Validated
One-fourth are over 35	-	Validated	Validated
More than half are women	-	Validated	Validated
Three of ten are minority	-	Validated	Validated

[2]1978 Student Profile by the Chancellor's Office of the California Community College.

The clientele of the Sunnyvale Center fall into the general profile of California Community Colleges. It is currently a mix of various ethnic, social and age groups.

SOME IDEAS AND RECOMMENDATIONS

A yearly sampling of the students at the Sunnyvale Center can provide valuable insight into the composition and profile of the student body. Since change and growth are synonomous with the community college, replication of the study will allow for a viable tool for evaluation of these changes and growth. It is recommended that the 1978 Student Questionnaire be administered to students at the Sunnyvale Center Fall 1979.

APPENDIX

DE ANZA COLLEGE
EXTENDED CAMPUS SEGMENT
SUNNYVALE CENTER

SUNNYVALE CENTER STUDENT QUESTIONNAIRE FALL 1978

Dear Sunnyvale Center Student:

Now that the Fall Quarter is successfully under way, would you please take a moment to help us plan the future of the Sunnyvale Center? We are asking you to respond to certain questions which will, hopefully, enable us to plan more effectively. Be assured both that your personal identity will be protected and that every question answered will provide us with vital information. Please circle the appropriate response.

PART I - DEMOGRAPHIC DATA

1. AGE
   a. 18-23
   b. 24-29
   c. 30-49
   d. 50-62
   e. over 62

2. SEX
   a. Female
   b. Male

3. RACE
   a. Black
   b. Asian
   c. Spanish surname
   d. White
   e. Other

4. EDUCATIONAL LEVEL
   a. Grade school
   b. High School Diploma
   c. 2 years College
   d. 4 years College
   e. More than 4 years College

5. COLLEGE DEGREES HELD
   a. None
   b. AA or AS Degree
   c. BA or Bs Degree
   d. MA or Ms Degree
   e. Ph.D. or Similar Degree

6. What is your means of transportation to class?
   a. Private Auto
   b. Car Pool
   c. Public Bus
   d. Bicycle
   e. Walk

7. Do you work?
   a. Full - time
   b. Part - time, day
   c. Part - time, evening
   d. Irregularly
   e. No

8. Do You Attend Class?
   a. Morning
   b. Afternoon
   c. Evening
   d. Saturday
   e. Some combination of the above

9. Have you ever attended De Anza College? (You may mark more than one.)
   a. Main Campus, day
   b. Main Campus, evening or weekend
   c. Sunnyvale Center
   d. Other off campus site

10. Are you currently also attending?
   a. Main Campus, day
   b. Main Campus, evening or weekend
   c. Sunnyvale Center
   d. Other Off-Campus Site

11. Approximately how far do you live from the Sunnyvale Center?
   a. Less than a mile
   b. 1-3 miles
   c. 3-5 miles
   d. Over 5 miles

12. Area of Residence?

a. North of Bayshore Freeway
b. Between Evelyn and Bayshore Freeway
c. Between Evelyn and El Camino
d. West Sunnyvale
e. Cupertino

PART II - SERVICES

13. Have you ever had the occasion to use one or more of the following De Anza services

a. Counseling
b. Veterans Assistance
c. Financial Aid
d. Bilingual Services
e. Multi-Cultural Services
f. Tutoring
g. Bookstore
h. Learning Center
i. Testing
j. Mature Adult Services

PART III - CURRICULUM

14. What is your main reason for attending the Sunnyvale Center?

a. Enrichment
b. To satisfy requirements for an AA degree
c. To satisfy requirements to transfer to a 4 - year college
d. To up-date job skills
e. To help become a better business person

15. I would like more classes scheduled in:

a. Business
b. Technology
c. Foreign Language
d. Arts and Crafts
e. Mature Adult Education
f. Humanities
g. Consumer Survival Courses
h. Drama
i. Mathematics
j. Drafting
k. Volunteerism
l. Basic Skills
m. Written and Spoken Communication
n. Other

16. Reasons for selecting the Sunnyvale Center site over other De Anza Campuses?

a. Transportation
b. Distance and travel time
c. Curriculum
d. Faculty
e. Other - Please Comment _____

SPACE BELOW FOR ANY COMMENTS ABOUT THE SUNNYVALE CENTER:

_____

_____

_____

_____

UNIVERSITY OF CALIF.
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CLEARINGHOUSE FOR
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